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HEALTH DEPARTMENT  
NEWS RELEASE



**FOR IMMEDIATE RELEASE**

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**Kent County Health Department and Partners Produce Powerful  
Videos to Combat Sexual Violence**

GRAND RAPIDS - Sexual assault is a serious issue that continues to plague our nation, especially young adults. Every 107 seconds, someone in the U.S. becomes a victim. As many as one in four women experience sexual assault while attending college. The Kent County Sexual Assault Prevention Action Team (SAPAT) and Young Leaders Against Violence (YLAV) are working together to educate young people about prevention.

Four videos, entitled *"You Don't Have to be a Superhero to be a Real Hero,"* were developed in collaboration with the Kent County Health Department, Kent County 17<sup>th</sup> Circuit Court, Safe Haven Ministries, Family Futures and YWCA of West Central Michigan, and produced with grant money from the Michigan Department of Health and Human Services. The videos were written, cast, filmed, and directed by Todd Lewis of Ransom Note Entertainment. Actors were recruited from several community theater groups.

Focused on bystander intervention and aimed at high school and college students, all four videos have the same beginning, but feature four different endings. They were made to empower bystanders to act when they see something that they know is not right. "Only about 20 percent of sexual assault crimes ever get reported due to factors such as fear and embarrassment," says Aaron Toffoli, Public Health Educator at the Kent County Health Department, who also produced the videos. "Unfortunately, for many of these same reasons, people often fail to intervene in situations where they think something might be wrong. What we are trying to do with these videos is to encourage bystanders to act."

Though the videos deal specifically with stopping a potential sexual assault, it can be used to start conversations about bullying, harassment and other potentially damaging behaviors.

The videos will be shared with local high schools, colleges and universities and can also be seen on YouTube.

- Version 1 - <https://www.youtube.com/watch?v=MUMWalDI8Kk>
- Version 2 - <https://www.youtube.com/watch?v=3GHKy3svyic>
- Version 3 - [https://www.youtube.com/watch?v=JxQ\\_-V9LiFs](https://www.youtube.com/watch?v=JxQ_-V9LiFs)
- Version 4 - [https://www.youtube.com/watch?v=1Qm\\_rvLG0Fk](https://www.youtube.com/watch?v=1Qm_rvLG0Fk)

**Media Note:** Please feel free to use these videos in conjunction with this release.

For more information on Young Leaders Against Violence, visit <http://www.ylav.org/>.

For more information on ending sexual assault, visit <http://itsonus.org/>.

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KCHD has been in the business of providing health services to Kent County since 1931. The Health Department is home to nearly 265 employees including public health nurses, sanitarians, health educators, technicians, public health administrators, and specialized staff at the Kent County Animal Shelter. The Health Department operates one main clinic and three satellite clinics located in Kentwood, Rockford, and Grand Rapids. To learn more about KCHD services, visit [www.accesskent.com/health](http://www.accesskent.com/health).

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